

REMARKS

Applicants have reviewed the Office Action dated November 26, 2007, and the reference cited therein. The Office Action objects to the title. Claim 10 was objected to due to an informality. Previously pending claims 1-16 were rejected as anticipated by Sawyer U.S. Pat. Pub. 2004/0052037 (Sawyer).

Applicants request favorable reconsideration of the Office Action's grounds for rejecting claims 1-16 in view of Applicants' amendments and the remarks provided herein. Please charge any fee deficiencies to Deposit Account No. 12-1216.

Applicants' Amendments

Applicants have amended the title.

Applicants have amended the claims to more particularly recite their invention and more clearly distinguish the Sawyer reference. Applicants have incorporated the subject-matter of previously presented claim 2 into claim 1 and clarified the claim language regarding the structural features of the bars and their relationship to a rolled-up display's axis.

Claims 3, 4 and 13-16 are canceled without prejudice.

Claims 5-9, 11 and 12 have been amended for purposes of clarity.

Claim 10 has been canceled and substantially re-presented in independent form in claim 22.

Applicants have added new claim 17 which relates to the construction of the display device, enabling a stiff flat display in the unrolled state. This claim is supported by the specification at page 3, lines 6-9.

Applicants have also added claim 18. The claimed subject-matter corresponds to Applicants' disclosure at page 3 lines 14-18. Claim 5 is amended to depend from new claim 18.

New claims 19 and 20 corresponds to Applicants' disclosure at page 3, line 22, stating that the material of the bars 7 is flexible. Dependent claim 21 been drafted in view of the disclosure at page 3, lines 26-29.

New claim 22 corresponds substantially to previously pending claim 10. See, for the "soft surface" of the protection foil, Applicants' page 4, lines 25-27. New claim 23 corresponds with present claim 12.

The Rejection of Claims 1-16 As Anticipated by Sawyer

Applicants traverse the rejection of the claims over Sawyer in view of the presently submitted amendments. Applicants have amended **claim 1**, by incorporating the subject-matter of claim 2 and revising the claim language to clearly distinguish the prior art. New claim 1 recites a rollable display with stiffening *bars (7)* that extend substantially *parallel* to the display roll's axis. In contrast, Sawyer discloses two bars that run *perpendicular to the roll axis*. The type of support provided by the disclosed/claimed distance means is substantially different from Sawyers disclosed "extension members" that are intended to hold the display screen in a direction orthogonal to the roller's axis. The strips 108 in Sawyer, due to their orientation with respect to the roll axis, are rollable for storage but do not provide stiffening across the width of the flexible display. For this reason Applicants submit that previously pending claim 2 and presently amended claim 1 are not anticipated by Sawyer.

New claims 17 and 18 recite an arrangement of parallel bars, which is not even remotely disclosed by Sawyer, wherein two stiffening bars are located at opposing sides of a display. Claims 5 and 6, which depend from claim 18 and includes additional features relating to the rows of stiffening bars, are distinguishable from Sawyer's disclosed flexible display structure.

Applicants respectfully submit that Sawyer's joint between the support 208 and handle 222 cannot meet the recited structural and functional limitations in claims 7-9. Sawyer's disclosed joint does not carry out either the "spacing" or "creating a housing" functions recited in claim 7 and carried out by the recited spacers located on the "outer portions of the bars".

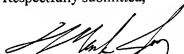
Applicants submit that new independent claim 20 is patentable over Sawyer for at least the reasons set forth above with regard to claim 1.

Applicants submit that new independent claim 22 is distinguishable from Sawyer for at least the reason that Sawyer does not disclose the recited protection foil.

Conclusion

Applicants respectfully submit that the patent application is in condition for allowance. If, in the opinion of the Examiner, a telephone conference would expedite the prosecution of the subject application, the Examiner is invited to call the undersigned attorney.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Mark Joy', is written over a horizontal line.

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Date: March 26, 2008